

DoD LIVE!

Communicating effectively using creative online strategies.

Office of the Secretary of Defense for Public Affairs **New Media
Directorate**

"If MySpace were a country, it would be 10th biggest in the world, just behind Mexico"

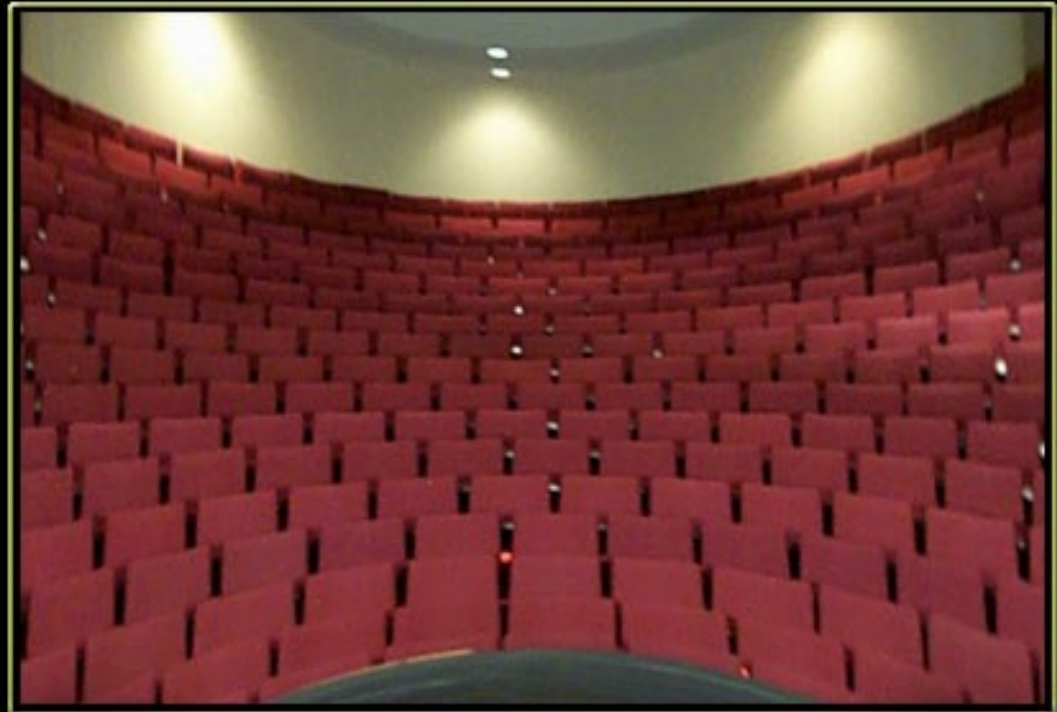
- The Guardian, November 4 2006



Flickr CC <http://www.flickr.com/photos/wili/284084730/>

What is New Media?

Utilizing new technologies to communicate to targeted audiences, delivering products to where the consumer is.



Blogging

WITH THE RIGHT STAGE AND THE RIGHT VOICE
THERE'S NO LIMIT TO THE SIZE OF YOUR AUDIENCE.

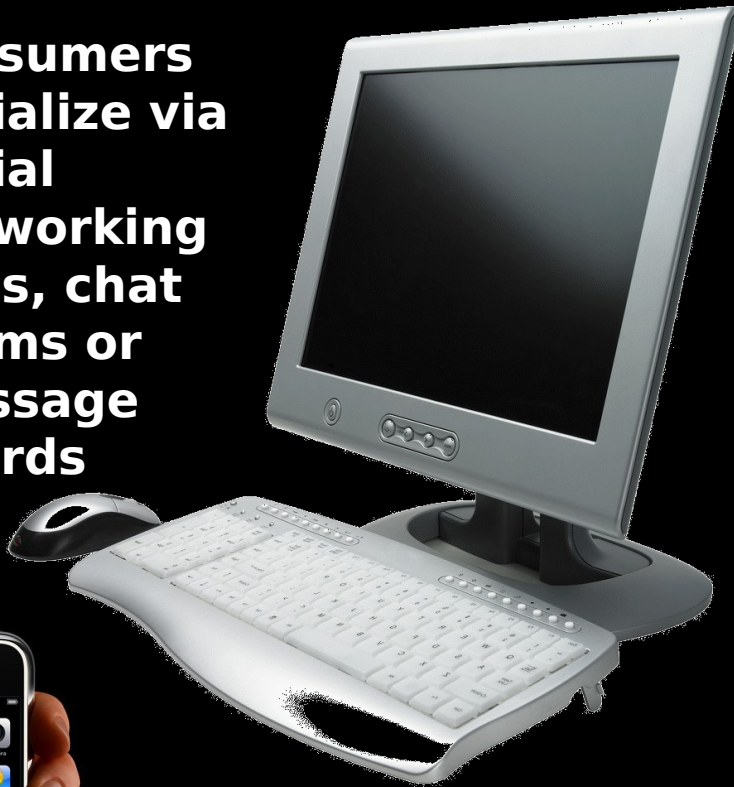
What's in it for me?

- **Globally, nearly 1.1 billion are online**
- **Web sites now #1 source of news; traditional TV is #2**

The future of communication is new media

It's a Connected World

54% of consumers socialize via social networking sites, chat rooms or message boards



45% of consumers maintain a profile on a social networking site



What avenue is best for me?

- Blogging
- Online Video
- Social Networking
- BlogTalkRadio
- Photo Sharing
- Podcasting
- Wikipedia
- RSS Feeds



Partnership Remembers Troops at Valentine's Day

WASHINGTON, Jan. 17, 2008 - Troops serving in Iraq this February will see a little Valentine love from states thanks to a partnership between a troop-support group and a regional video store. [Article](#)

Group Offers Holistic Mental Health Treatments

WASHINGTON, Jan. 16, 2008 - Servicemembers returning from deployment and their families can find readjusting to their lives at home through traditional and holistic therapies offered by a long-established Colorado group. [Article](#)

Flowship Offers Spouses Portable Skills

WASHINGTON, Jan. 15, 2008 - Frequent military relocations can take a toll on spouses' careers unless they have a portable skill, which is exactly what one foundation has set out to provide them. [Article](#)

More News

[Country Musician Comes by Patriotism Naturally](#)

[Founded Fort Hood Troops Receive Laptops](#)

[Calendar Provides Troop-Support Ideas](#)

[Foundation Seeks a Few Good Students](#)

Homefront Group Spotlight

[Virginia Group Stays True to Military History](#)

[State Bridges Gap Between Troops, Families](#)

[Group Offers Troops Spiritual Support](#)

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- [Photo Essays](#)
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HOMEFRONT GROUPS TOOLBOX

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AmericaSupportsYou.org

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Search ASY

New Media Center

Online Technology is changing the way our troops and the organizations that support them communicate. Online radio, webchats, blogs, video, & podcasts are just a few of these emerging technologies. Check out some of these new ways that individuals are sharing information to show our servicemen and women in uniform we care.

Podcasts

Military OneSource

View Podcasts geared to assist our military servicemembers and their supporters.



DoD VClips
ASY Video on Demand



Online Radio

- Hooah! Radio
- Pundit Review Radio
- Observation (Q&O Magazine)
- Stardust Radio
- SpouseBuzz
- Shauna Fleming

Bloggers Roundtable

Online Journalists & Bloggers

Listen in as bloggers and online journalists connect with DoD officials to learn about the day-to-day operations that affect our servicemembers.

BLOGGERS ROUNDTABLE

Get Connected

Podcasts

DoD VClips

Bloggers Roundtable

Online Radio

- Hooah! Radio
- Stardust Radio
- SpouseBuzz
- Shauna Fleming
- Pundit Review Radio
- Observation (Q & O Magazine)

**The online radio hyperlinks above do not constitute endorsement by the Department of Defense of this Web site or the information, products or services contained therein.

- **Tracking over 70 million weblogs**
- **Seeing about 120,000 new weblogs being created worldwide each day**
- **1.4 blogs created every second of every day**



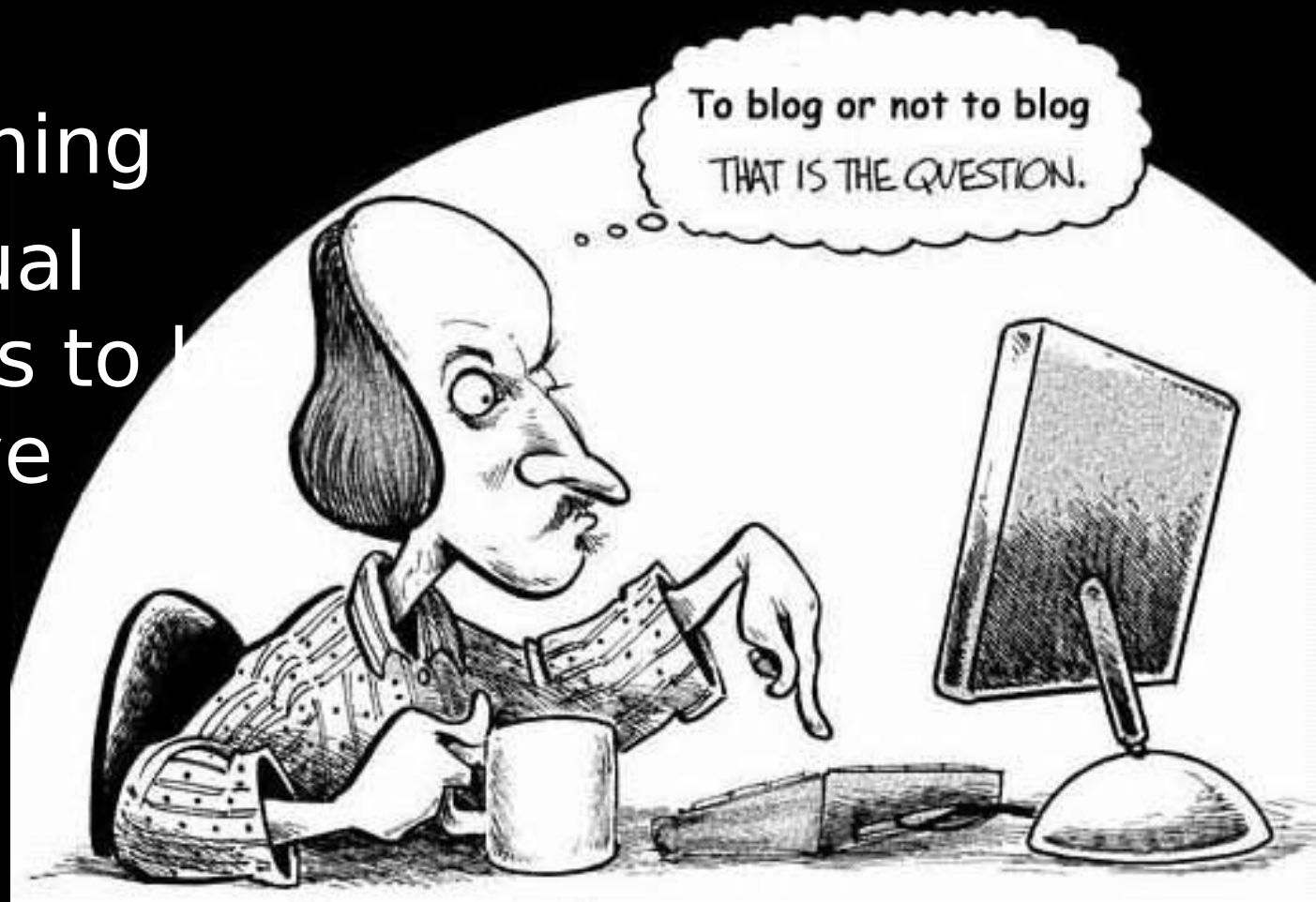
Blogging

- Establishes Voice & Vision
- Feedback
- Viral Spread of Information



Blogging

- Time Consuming
- Continual Updates to be effective



Bloggers' Roundtable

U.S. DEPARTMENT OF DEFENSE

SEARCH 60

Threat Advisory **ELEVATED**

Top Leaders

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January 7-8, 2008

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LATEST PHOTOS



THUMBS UP - Air Force Capt. Gerni Gonzales, an F-15 Eagle pilot with the 1st Fighter Squadron at Langley Air Force Base, Va., checks to see if Lt. Col. Robert Sarancy, 71st FS commander, is ready to start engines Jan. 5, 2008. After a month-long stand-down, the 71st launched the first of its F-15s fleet. U.S. Air Force photo by Staff Sgt. Samuel Rogers. [Hi-Res](#) | [Load Photo Archive](#)



MILITARY NEWS

Gates Mulls Deployment Decision for Marines

Defense Secretary Robert M. Gates will soon consider a proposal to send more U.S. Marines into Afghanistan. [Story](#)

Most Air Force F-15s Get Green Light to Fly Missions

About 60 percent of the Air Force's F-15 Eagle fighter fleet has been

TOP NEWS

Gates Says Iraqi Military Crucial to Security

The Iraqi military has played a crucial and indispensable role in building the new security environment in the country, Defense Secretary Robert M. Gates said at a Pentagon press briefing. [Story](#)

One Year Later, New Iraq Strategy Shows Success

President Bush's new strategy for Iraq, announced a year ago, is accomplishing many of its goals and laying important groundwork for initiatives yet to be fulfilled. [Story](#)

Iranian Boats' Provocative Actions Raise U.S. Concerns

Defense Secretary Robert M. Gates dismissed Iranian charges that U.S. officials doctored a videotape that shows Iranian boats "kuzzing" U.S. Navy ships in the Strait of Hormuz. [Story](#)


All Active Services Meet December Recruiting Goals

All four services met or surpassed their monthly active-duty recruiting goals for December, and five of the six reserve components showed similar success. [Story](#)

'Active First' Program Shows Promise in Army Recruiting

Army Secretary Pete Geren is praising a new


The Pentagon Channel



00:00 00:00

Active First Program
Secretary of the Army Pete Geren pled to the "Active First" program for December's good recruiting numbers.
[PENTAGON CHANNEL LIVE](#)

WEEK IN PHOTOS



Archive

FACE OF DEFENSE

Soldier Survives Cancer, Joins His Unit in Iraq
[Active First Program Shows Promise in Army Recruiting](#)

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Blogs



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Social Networks

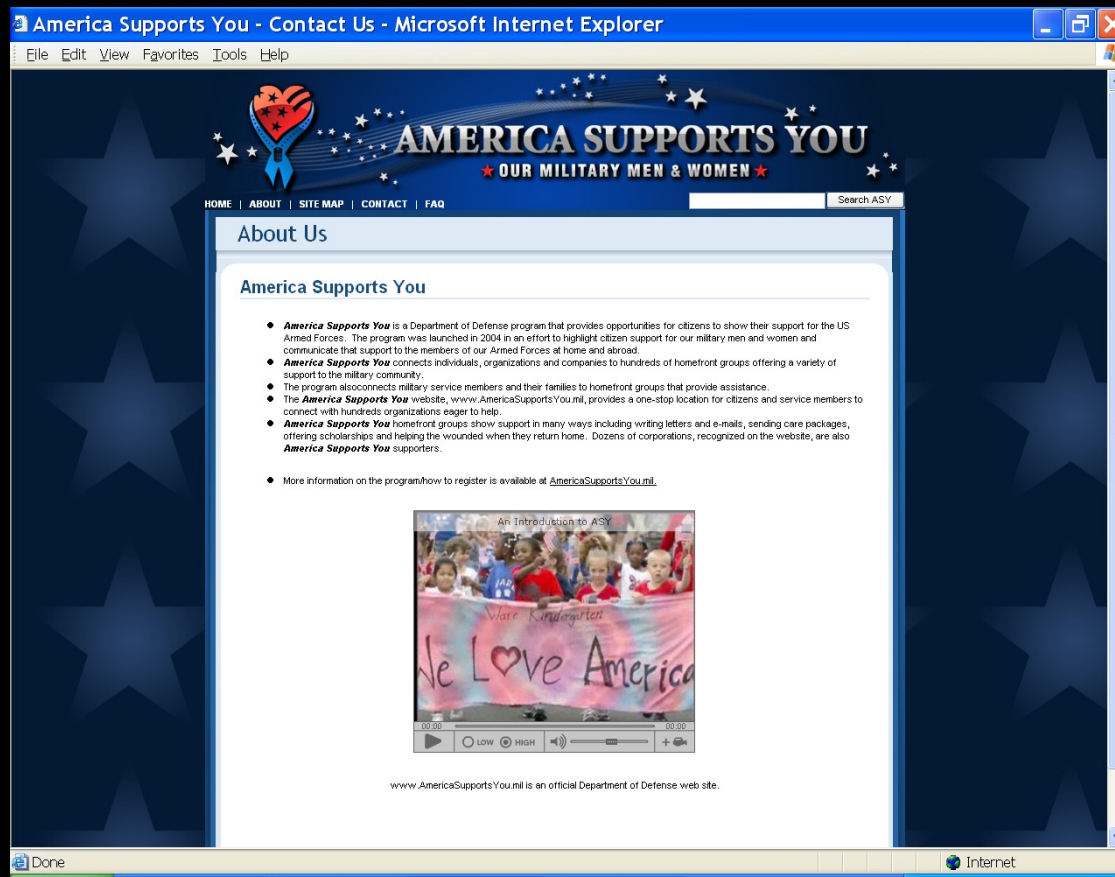


Online Video

Fun & Interactive Easy to Post

No Continual Updates Viral Messaging

Record & Post Your Own with a Digital Camera




Online Video


- Need video camera
- Some technical education



DoDvClips

DODvClips.mil





Pentagon Briefing

Secretary of Defense Robert Gates and Iraq's Minister of Defense Arif al-Muthiri speak with reporters at the Pentagon, January 10, 2008


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Top Stories



Operation: Man a
Thunderbolt



Recruiting Numbers



Pentagon Briefing

VCLIPavi

ASY YouTube

<http://www.youtube.com/americasupportsyouth>



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Freedom Walk at the Pentagon
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Views: 46



9/11 Remembrance Ceremonies
08:08 From: [tpcfan](#)
Views: 782

YTasyavi2



Social Networking

Engages
Drives
Connects
Spreads



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MySpace.com - America Supports You - 26 - Male - Washington DC - www.myspace.com/americasupportsyoudc

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OUR MILITARY MEN & WOMEN

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OUR MILITARY MEN & WOMEN

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They can't always sit at our table, but they're always in our hearts.

This Thanksgiving, show your support for our men and women in uniform who can't be home to celebrate the holiday with their loved ones.

Internet



- **Wide audience**
- **Live, archived and podcast, post on Web site**
- **Ingredients =
Computer +
Telephone**



ASY Live

www.blogtalkradio.com/asylive

--CPT Ziegenfuss, wounded in Iraq and recipient of a voice-activated laptop while hospitalized (Valour-IT's inspiration)

17 January, 2008

Conversation with Carren

[Ziegenfuss](#), that is. She's wife of still-recovering Chuck--the inspiration for [Valour-IT](#)--and she just finished her [MSW](#) coursework (I've watched her with fellow spouses of the wounded; she's a natural).



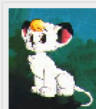
[America Supports You](#) recently [interviewed her](#) on the history of Valour-IT.

Here's how the ASY site describes it:

“An interview with Carren Ziegenfuss, an Army Wife whose husband was seriously injured in Iraq. Carren will talk about her work with Project Valour-IT, a project started by the non-profit group Soldier's Angels, that helps provide voice-controlled and adaptive laptop computers to wounded Soldiers at major military medical centers. Carren's husband, MAJ Charles “Chuck” Ziegenfuss, is a soldier who suffered serious hand wounds while serving in Iraq.

She's an amazing lady, and she did a wonderful

About Me



Fuzzybear Lioness (FbL)

[Interview at Basil's](#)

[More about me \(fun stuff\)](#)

[Email me](#)

Soldiers" Angels Valour-IT



Total so far - \$35489

\$60 K 100%
\$50 K 80%

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America Supports You

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washington, dc

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America Supports You

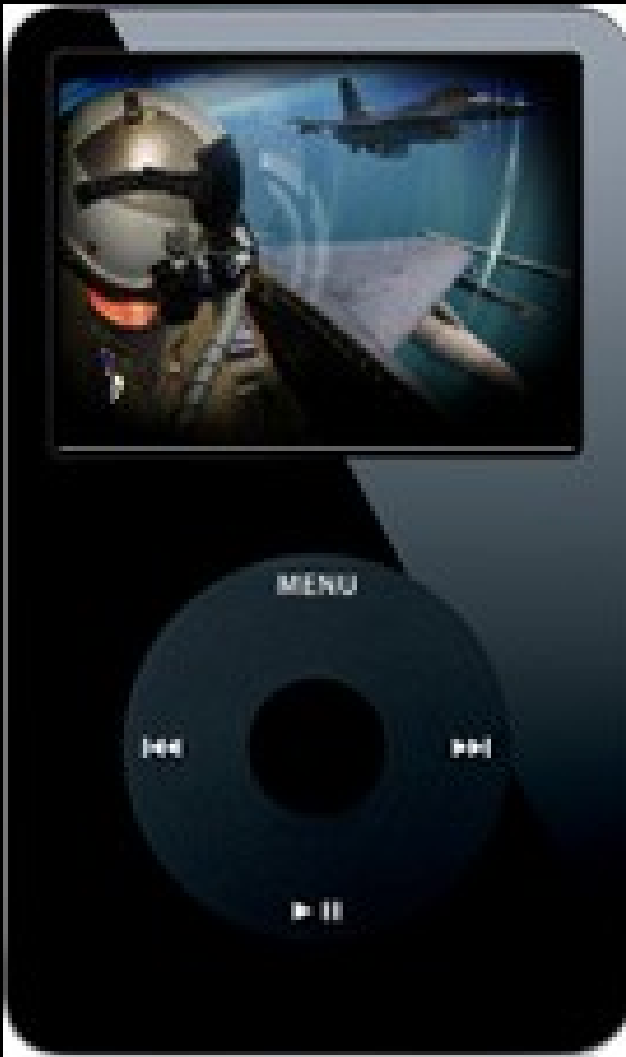
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Podcasting



- Software to Listen or View is Free
- Need Software To Create your own (Audacity for PC (Free), GarageBand for Mac)
- Drives people back to the site
- Mobility of reach, wide distribution

RSS Feeds



- **Really Simple Syndication**
- Easy to Use
- Check favorite Web sites automatically
- Receive most updated information

Wikipedia

America Supports You - Wikipedia, the free encyclopedia - Microsoft Internet Explorer


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America Supports You

From Wikipedia, the free encyclopedia

America Supports You is a [United States Department of Defense](#) program that provides opportunities for [citizens](#) to show their support for the [U.S. armed forces](#). The program was launched in 2004 in an effort to highlight citizen support for [U.S. military](#) men and women and to communicate that support to members of the armed forces at home and abroad.

America Supports You connects individuals, organizations, and companies to hundreds of [non-profit](#) support groups, called *homefront groups*, offering a variety of support services to the military community. The homefront groups provide support in many ways, including writing letters and e-mails, sending care packages, offering scholarships, and helping wounded service men and women when they return home. The America Supports You program also connects military service members and their families to homefront groups that provide assistance.

Dozens of [corporations](#), recognized on the program's website, are also America Supports You supporters.




Website


The [America Supports You website](#) serves as the forum where citizens and service members connect with homefront groups running support programs.

External links

- [U.S. Department of Defense official website](#)
- [America Supports You website](#)

Categories: [United States Department of Defense](#) | [Military-related organizations](#)

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Internet



New Media is the future

Converge

Connect

Communicate

Assess capabilities

Use caution

Questions?

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